

# PROGRAM GUIDE



**Satisfaction**  
**First**  
™



## Welcome to the "Satisfaction First" Program — Your Newest Business Advantage

The "Satisfaction First" program represents John Deere's ongoing commitment to customer satisfaction — the single most important factor affecting repeat business and positive referrals. *Complete* customer satisfaction, a 150 year John Deere tradition, begins with the highest quality products and services and continues through your dealership's commitment to each and every customer we serve. "Satisfaction First" has been designed to help you evaluate and improve your dealership's customer satisfaction and thus give you an ongoing competitive edge in today's competitive marketplace.

## Delivery Through Performance: A Full-Circle Approach to Customer Satisfaction

The sales and delivery process plays an important part in establishing the relationship between the customer and your dealership. It is a highly impressionable time for customers — a time of formulating opinions which are likely to stay with them throughout future years, if not their lifetime.

Subsequent experiences, such as after sales inspections, warranty repairs, equipment maintenance and repair activity, and parts availability, also affect that opinion of your dealership either positively or negatively.

"Satisfaction First" is designed to provide you with valued customer feedback at critical stages during your ongoing relationship with them. Obtaining this important information so you can take the necessary action to positively influence your customers' satisfaction levels and continued loyalty is the key to the "Satisfaction First" program.

## System Overview

Establishing effective customer communications is the first step in acquiring this important information. At the core of "Satisfaction First" are three carefully designed questionnaires which are automatically activated once the delivery of each new machine has been completed by your dealership. The delivery of the machine marks the *beginning* of your customers' involvement in "Satisfaction First."

Why a questionnaire system? Studies indicate that the average customer who has a problem with an organization tells nine or ten people about it. Unfortunately, the average business never hears from 96% of its unhappy customers. For every complaint received, the average company, in fact, has 26 customers with problems, six of which are "serious" problems.\*

Of customers who register a complaint, between 54 - 70% will do business again with the organization if their complaint is resolved. This figure increases to 95% if the customer feels

that the complaint was resolved quickly.\*

It's noteworthy that the customer who had a problem tells only half as many people (on average five) that his problem was resolved as he tells that a problem existed. This fact demonstrates both the importance of addressing customer concerns and striving to eliminate problems by providing excellence in customer satisfaction. "Satisfaction First" provides your dealership the necessary feedback to monitor customer satisfaction, enabling weaknesses to be addressed ... eliminating future problems.

The "Satisfaction First" questionnaire program provides a convenient means for customers to communicate their opinions and concerns to your dealership. Special handling procedures are used to forward these concerns to you, enabling your timely follow up.

The following chart depicts the "Satisfaction First" program cycle.

\* Service America! Doing Business in the New Economy, Karl Albrecht and Ron Zemke, Dow Jones-Irwin, Homewood, Illinois 60330.

ACTION	TIMING	RESULTS
Pre-delivery inspection		Machine thoroughly prepared for delivery
Delivery		Customer takes delivery with proper explanations and materials
Customer sale data to John Deere (follow current procedure)	At delivery	Customer automatically enrolled in "Satisfaction First" program
Questionnaire I	Within 30 days	Personalized thank-you letter and delivery questionnaire mailed to customer
Customer returns Questionnaire I		Completed questionnaires received and processed at "Satisfaction First" Headquarters
Returned questionnaires are mailed to dealership	Monthly	Monthly review of actual questionnaires, enabling dealership to respond to and influence customer satisfaction levels
Questionnaire II	60 days prior to machine basic warranty expiration	Personalized warranty reminder letter and performance questionnaire sent to customers
Customer returns Questionnaire II		Returned and processed at Headquarters
Reporting	Quarterly	Detailed, easy-to-understand report, highlighting questionnaire results, sent to your dealership
Questionnaire III	60 days prior to power train warranty expiration	Personalized warranty reminder letter and performance questionnaire sent to customers
Customer returns Questionnaire III		Returned and processed at Headquarters





## A Closer Look at Customer Communications Thank-You Letter and Delivery Questionnaire

Each customer will automatically receive a thank-you letter, delivery questionnaire and customer identification card from Program Headquarters within a few weeks after taking delivery of his new John Deere machine. The letter will identify the customer, the machine purchased, and the selling dealership as well as encourage the customer to complete the questionnaire. The questionnaire will evaluate early customer impressions regarding the delivery process, your dealership's staff, what brought the customer to your dealership and his overall level of satisfaction.

### Machine Delivery Questionnaire

The form is titled "Machine Delivery Questionnaire" and "Satisfaction First". It contains a handwritten letter from a customer dated January 15, 1989, addressed to Mr. Fred Johnson, Sales Representative, John Deere, P.O. Box 1000, Moline, Illinois 61201. The letter expresses satisfaction with the delivery process and the staff. The form also includes a section for the dealer to fill out, with checkboxes for "Satisfied", "Neutral", and "Dissatisfied" for various aspects of the delivery process.

the source for parts and service and request that the enclosed machine performance questionnaire be completed. The performance questions will reveal how the machine has performed to date and how your customer feels about your dealership.

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## Dealer Reports

You will be provided a quarterly summary report analyzing customer responses. If customers indicate any special concerns on their questionnaires, the information will be forwarded to you immediately through your Region so you can take the appropriate action to resolve them.

### Dealer Reports

The table is titled "Dealer Reports" and shows customer feedback data for various dealerships. It includes columns for "Dealer", "Customer", "Machine", "Date", "Satisfaction", and "Comments". The data is organized into sections for different regions and dealerships.

The form is titled "Satisfaction First" and contains a handwritten letter from a customer dated March 15, 1989, addressed to Mr. Fred Johnson, Sales Representative, John Deere, P.O. Box 1000, Moline, Illinois 61201. The letter expresses satisfaction with the machine's performance and the staff. The form also includes a section for the dealer to fill out, with checkboxes for "Satisfied", "Neutral", and "Dissatisfied" for various aspects of the machine's performance.

## Your Ongoing Guideline to Increasing Customer Satisfaction and Sales

The "Satisfaction First" program can become your ongoing guideline to improving customer satisfaction on a dealership-wide basis. Monthly returned customer ques-

tionnaires and quarterly reports will give you insight to areas which require improvement and greater teamwork to achieve maximum customer satisfaction. Use the quarterly reports to establish step-by-step, standard operating procedures and training programs throughout your dealership.

"Satisfaction First" represents a tremendous opportunity for your dealership to achieve the highest possible level of customer satisfaction. Your use of the available feedback is important in order to achieve the maximum benefit from the program. The information we jointly receive from the program will assist us in helping serve our customers and you as a dealer.

There is no cost to participate and no paperwork required — your dealership will be automatically enrolled.

Please contact a member of your John Deere Territory Team to discuss any questions you may have regarding the "Satisfaction First" program. Remember, with John Deere customers, it's **always SATISFACTION FIRST!**

## Warranty Reminder Letters and Performance Questionnaires

A letter reminding the customer that his machine's basic or power train warranty coverage will soon end will be automatically sent to each customer approximately 60 days prior to the expiration of the machine's basic or power train warranty. The letters also recommend your dealership as





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